**August 28, 2014 – subject to revision**

**MGT 462 – Business and Society**

* **Class # 13209 – Tuesday and Thursday, 11:00 am - 12:15 pm, JH 1236**

Instructor: Phil Gorman

Email: profgorman@gmail.com

[www.csun.edu/~pcg24892](http://www.csun.edu/~pcg24892)

Office: JH 4221
Office phone: (818) 677-4515
Office hours: Monday 2:00 pm – 3:15 pm, Tuesday 12:15 pm – 1:45 pm

**OBJECTIVES AND OVERVIEW**

The focus of this course will be on understanding the relationship between businesses and society in general. This will include examination of:

* What businesses owe to their employees
* What businesses owe to their customers
* What businesses owe to other stakeholders
* The relationship between businesses and government
* Global business in general (for example, the issue of U.S. businesses outsourcing to relatively low-wage countries, and property rights)

**GRADING**

|  |  |
| --- | --- |
| **Assignment** | **Value** |
| Book club assignments | 50% |
| Written analysis #1 | 30% |
| Written analysis #2 | 20% |
| **TOTAL ------>** | **100%** |

Book Club assignments

Almost every week in class we will conduct a “book club” discussion on the assigned book chapters. Students will be formed into teams, and for each book chapter one team of students will serve as “facilitators.” The facilitating group will be responsible for two things:

* writing (as a single group-authored report) a summary of the book chapter (See the book club “facilitator” outline available on my www site). This report should be no less than two pages single-spaced, and no more than 4 pages single spaced, 12-point font with on-inch margins all around, and
* conducting a discussion in the classroom.

All other students who are not facilitators for that particular chapter are “evaluators” and each will fill out a “Book Club Evaluation Survey.” I recommend each students print out multiple copies (roughly 35 copies for the entire semester) of the Evaluator form and bring some to class each time so you are prepared to fill out the form on the spot.

Everyone should read the assigned chapters and participate in class discussion.

Grades will be based on a) my own impressions of the quality of the discussion, (b) “Book Club Evaluation Survey” forms that I will collect from all other students, and (c) the quality of the write-up that the facilitating group will hand in at the start of the class session.

Written analysis #1

This assignment will occur towards the end of the semester. All topics that we covered during the semester will be eligible for questioning for the in-class written case analysis. There will be one, or two, or three essay questions on the exam. We will talk in class about this when the time comes.

Written analysis #2

This assignment will be essay format, and may require some research outside of class. The assignment will be based on material and issues covered in class, and may be based on very recent events concerning one or more organizations. More details for this assignment will be available towards the end of the semester.

**MISCELLANEOUS NOTICES**

Any instances of academic dishonesty will not be tolerated and I will deal with them under the guidelines stated in the Undergraduate/Graduate Catalog.  All sources used in performing research for assignments in this course must be properly cited. The plus/minus system will be used when final grades are assigned.

The College of Business and Economics at California State University, Northridge prepares students to be ethical decision makers. The college maintains high standards of ethical conduct that students are expected to maintain throughout their academic and professional careers.  Please view the “core values” at <http://www.csun.edu/busecon/sites/default/files/core-values_0.pdf>.

**COURSE MATERIALS: books to buy (These are not in the Matador bookstore; buy them online)**

* What Would Drucker Do Now?: Solutions to Today’s Toughest Challenges from the Father of Modern Management
	+ Year: 2012
	+ Author: Rick Wartzman
	+ ISBN: 978-0-07-176220-5
* Things They Don’t Tell You About Capitalism
	+ Year: 2010
	+ Author: Ha-Joon Chang
	+ ISBN: 978-1-60819-338-7
* Death by China
	+ Year: 2011
	+ Authors: Peter W. Navarro, Greg Autry
	+ ISBN: 978-0-13-218023-8
* Ethical Chic: The Inside Story of the Companies We Think We Love
	+ Year: 2012
	+ Author: Fran Hawthorne
	+ ISBN: 978-0-8070-0094-6

**CLASS SCHEDULE**

| **Week** | **Week start date** | **Topic** | **Textbook readings** | **Assignment due** | **Book club leaders (team letter)** |
| --- | --- | --- | --- | --- | --- |
| 1 | Week of Aug. 25 | Introduction to courseCorporate Social Responsibility and Business Ethics |  |  |  |
| 2 | Week of Sept. 1 | Corporate Social Responsibility and Business Ethics |  |  |  |
| 3 | Week Sept. 8 | Free markets; Companies being run in the best interests of their owners | 23 Things they Don’t Tell You About Capitalism: Thing 123 Things they Don’t Tell You About Capitalism: Thing 2 | Book club assignments (Prof. Gorman will handle this week’s chapters) | professor, professor |
| 4 | Week of Sept. 15 | Washing machines vs. internet; Governments and business | 23 Things they Don’t Tell You About Capitalism: Thing 423 Things they Don’t Tell You About Capitalism: Thing 12 | Book club assignments | A,B |
| 5 | Week of Sept. 22 | Entrepreneurship; Markets | 23 Things they Don’t Tell You About Capitalism: Thing 1523 Things they Don’t Tell You About Capitalism: Thing 16 | Book club assignments | C,D |
| 6 | Week of Sept. 29 | Post-industrial age; capital has a nationality | 23 Things they Don’t Tell You About Capitalism: Thing 923 Things they Don’t Tell You About Capitalism: Thing 8 | Book club assignments | E,F |
| 7 | Week of Oct. 6 | Equality of opportunity; management as a discipline | 23 Things they Don’t Tell You About Capitalism: Thing 20What Would Drucker Do Now?: Chapter 1 | Book club assignments | G,H |
| 8 | Week of Oct. 13 | The practice of management; management challenges of the 21st century | What Would Drucker Do Now?: Chapter 2What Would Drucker Do Now?: Chapter 3 | Book club assignments | I,A |
| 9 | Week of Oct. 20 | Wall Street; values and responsibility | What Would Drucker Do Now?: Chapter 4What Would Drucker Do Now?: Chapter 5 | Book club assignments | B,C |
| 10 | Week of Oct. 27 | Public and social sectorsCompanies we know and think we love | What Would Drucker Do Now?: Chapter 6Ethical Chic: Tom’s (Chapter 1) | Book club assignments | D,E |
| 11 | Week of Nov. 1 | Companies we know and think we love | Ethical Chic: Timberland (Chapter 2)Ethical Chic: Starbuck’s (Chapter 3) | Book club assignments | F,G |
| 12 | Week of Nov. 10(Veteran’s Day Tues. Nov. 10) | Companies we know and think we love | Ethical Chic: Apple (Chapter 4) | Book club assignments | H |
| 13 | Week of Nov. 16 | Companies we know and think we loveDeath by China: “bashing” or not? | Ethical Chic: Trader Joe’s (Chapter 5)Ethical Chic: American Apparel (Chapter 6)Death by China: Chapter 1 | Book club assignments | I,A,B |
| 14 | Week of Nov. 23(Thanksgiving is Nov. 27, 28) | Death by China: quality of food | Death by China: Chapter 2Death by China: Chapter 6 | **Book club assignments****Written analysis #1 will be due** | C,D |
| 15 | Week of Dec. 1 | Death by China: locking up marketsDeath by China: militaryChina: Death Star | Death by China: Chapter 7Death by China: Chapter 8Death by China: Chapter 11 | Book club assignments | E,F,G |
| 16 | Week of Dec. 8 | Death by China: What to do?Death by China: future of trade | Death by China: Chapter 15Death by China: Chapter 16 | Book club assignments | H,I |